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Nittal et al.

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## U.S. PATENT DOCUMENTS

[illegible]

## FOREIGN PATENT DOCUMENTS

[illegible]

**OTHER DOCUMENTS** (Including Author, Title, Date, Pertinent Pages, Etc.)

		"Stochastic Models of Inter-Purchase Time with Time Dependent Covariates", Sunil Gupta, Journal of Marketing Research, Vol. XXVIII, February 1991, Pages 1-15
		"The Effect of Purchase Quantity and Timing on Variety Seeking Behavior", Itamar Simonson, Journal of Marketing Research, Vol. XXVII, May 1990, Pages 150-162

**EXAMINER**

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12/27/2009

**EXAMINER:** Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.





